

**Appln No. 09/944,348**  
**Amdt date May 17, 2006**  
**Reply to Office action of November 17, 2005**

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-28. (Cancelled).

Claim 29. (Currently Amended) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 30. (Previously Presented) The integral unit of claim 29, wherein the integral unit is a central processing unit.

Claim 31. (Previously Presented) The integral unit of claim 29, wherein the integral unit is a memory device in communication with a central processing unit.

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Claim 32. (Previously Presented) The integral unit of claim 31, wherein the memory device is a read-only memory device.

Claim 33 (Previously Presented) The integral unit of claim 31, wherein the memory device is a random-access memory device.

Claim 34. (Previously Presented) The integral unit of claim 29, wherein the integral unit communicates with an input device to enter commands into the integral unit.

Claim 35. (Previously Presented) The integral unit of claim 34, wherein the input device is a keypress device.

Claim 36. (Previously Presented) The integral unit of claim 34, wherein the input device is a mouse device,

Claim 37. (Previously Presented) The integral unit of claim 34, wherein the input device is an optical scanning device.

Claim 38. (Previously Presented) The integral unit of claim 34, wherein the input device is a magnetic scanning device.

Claim 39. (Previously Presented) The integral unit of claim 34, wherein the input device is a voice-activated input device.

Claim 40. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a keypress device.

Claim 41. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a mouse device.

Claim 42. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a scanner device.

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Claim 43. (Previously Presented) The integral unit of claim 42, wherein the scanner device further comprises an optical scanner.

Claim 44. (Previously Presented) The integral unit of claim 42, wherein the scanner device further comprises a magnetic scanner

Claim 45. (Previously Presented) The integral unit of claim 29, wherein the television is a computer monitor.

Claim 46. (Previously Presented) The integral unit of claim 29, wherein the television is a cable-ready television.

Claim 47. (Previously Presented) The integral unit of claim 29, wherein the television is a personal computer.

Claim 48. (Previously Presented) The integral unit of claim 29, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

Claim 49. (Currently Amended) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, at least one of the plurality of viewing premises being a public location, the public location being at least one of a hotel, a bar, a hospital, an office, an airport, a train station and a bus station, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

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a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 50. (Currently Amended) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in a plurality of viewing premises, the integral unit measuring viewer behavior at less than all of the plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 51. (Currently Amended) A set top box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the set top box comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a

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viewer to program and advertising content for the purpose of assessing the effectiveness programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 52. (Previously Presented) The set top box of claim 51, wherein the set top box communicates with an input device to enter commands into the set top box.

Claim 53. (Previously Presented) The set top box of claim 52, wherein the input device is a keypress device.

Claim 54. (Previously Presented) The set top box of claim 52, wherein the input device is a mouse device.

Claim 55. (Previously Presented) The set top box of claim 52, wherein the input device is an optical scanning device.

Claim 56. (Previously Presented) The set top box of claim 52, wherein the input device is a magnetic scanning device.

Claim 57. (Previously Presented) The set top box of claim 52, wherein the input device is a voice-activated input device.

Claim 58. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a keypress device.

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Claim 59. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a mouse device

Claim 60. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a scanner device.

Claim 61. (Previously Presented) The set top box of claim 60, wherein the scanner device further comprises an optical scanner.

Claim 62. (Previously Presented) The set top box of claim 60, wherein the scanner device further comprises a magnetic scanner.

Claim 63. (Previously Presented) The set top box of claim 51, wherein the television is a computer monitor.

Claim 64. (Previously Presented) The set top box of claim 51, wherein the television is a cable-ready television.

Claim 65. (Previously Presented) The set top box of claim 51 wherein the television is a personal computer.

Claim 66. (Previously Presented) The set top box of claim 51, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

Claim 67. (Currently Amended) A cable box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the cable box comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a

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viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

**Claim 68.** (Previously Presented) The cable box of claim 67, wherein the cable box communicates with an input device to enter commands into the cable box.

**Claim 69.** (Previously Presented) The cable box of claim 68, wherein the input device is a keypress device.

**Claim 70.** (Previously Presented) The cable box of claim 68, wherein the input device is a mouse device.

**Claim 71.** (Previously Presented) The cable box of claim 68, wherein the input device is an optical scanning device.

**Claim 72.** (Previously Presented) The cable box of claim 68, wherein the input device is a magnetic scanning device.

**Claim 73.** (Previously Presented) The cable box of claim 68, wherein the input device is a voice-activated input device.

**Claim 74.** (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a keypress device.

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Claim 75. (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a mouse device.

Claim 76. (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a scanner device.

Claim 77. (Previously Presented) The cable box of claim 76, wherein the scanner device further comprises an optical scanner.

Claim 78. (Previously Presented) The cable box of claim 76, wherein the scanner device further comprises a magnetic scanner.

Claim 79. (Previously Presented) The cable box of claim 67, wherein the television is a computer monitor.

Claim 80. (Previously Presented) The cable box of claim 67, wherein the television is a cable-ready television.

Claim 81. (Previously Presented) The cable box of claim 67, wherein the television is a personal computer.

Claim 82. (Previously Presented) The cable box of claim 67, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.